

# Ike Steps Up Cold War Action

WASHINGTON (AP) — President Eisenhower already has opened his promised campaign of psychological warfare against the Communists.

The first move has been to keep the Reds guessing about the precise mission of the U. S. Seventh Fleet in Far Eastern waters.

And in the future, it was learned today on good authority, the President can be expected to try to develop psychological warfare into a major part of the hot and cold wars against the Communists.

"We're not going to telegraph all our punches to the enemy," one source asking anonymity said. "The Reds have held the initiative for years in psychological warfare—and we intend to take it from them."

Eisenhower told Congress in his State of the Union message Monday that he was issuing instructions which would remove the Seventh Fleet as a "shield" for the Communists of Red China. One effect of such a move would be to clear the way for Chiang Kai-shek's Chinese Nationalist troops to raid the China mainland from Formosa.

But even though Eisenhower said "I am issuing instructions" to the fleet, not one official word has been said as to whether the orders already have been issued or just what the fleet may have been directed to do.

Questioning at several sources uncovered hints that the secrecy around the fleet orders in all probability will be duplicated in other future moves as far as possible.

It is not clear yet how secrecy for the sake of psychological warfare can be maintained while the administration at the same time wooes the support of the people to a course of action about which they know only a part.

During the presidential campaign, Eisenhower put great stress on the importance of increased psychological warfare against the Communists. He insisted it was one weapon this country has not exploited fully.



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# Martha Shops and Shops

For Someone You Love

## Pay No Attention

to the calendar, ignore the puddles, look some other way than at the darkened sky. SPRING begins in your heart and at LA POINTE'S where America's most versatile suits, the new PALM BEACH SACONYS have just arrived.

Wise women don't wait, they BUY because THEY'VE learned a fashion lesson... they KNOW without taking a second thought that they will look well-dressed in a SACONY come balmy weather or winter cold... they stay lettuce crisp in mid-July, they KEEP their shape, SUDS like a hankie, dry clean to perfection.

SAVE your fashion dollar with a SACONY "mix-up"... CLEVER women mix match skirts and jackets in several lovely colors, from LA POINTE'S.

THIS season's collection is flowing over with fashion-flattery... look for lights, brights, darks, CLASSICS, DRESSMAKERS... each, one POSITIVE proof that you can get a really GOOD suit for the same price you did in 1932... \$25... lots of dollar-wise brides, SACONY-minded will say "I Do" come Spring and Summer, in a pastel Palm Beach ensemble.

When you get that irresistible URGE it's for a stunning SACONY PALM BEACH SUIT from the "Wonderful Store," 507 MAIN,

LA POINTE'S

## It's Valentine's Day...

and you "wanta" know sumpin'? you'll have her heart BUMP-BUMPITY-BUMPIN', quivering with love and a wild, thrilly THUMPIN' if you've been a wise Romeo and gone to CURRIN'S for "TWO FOR YOUR HONEY" by FABERGE... scented proof of your undying adoration... DUOS of FRAGRANCE, in fresh as a breeze over blossoms, WOODHUE, fantastically fanciful APHRODISIA, naughty but nice TIGRESS, illustrious ACT IV... DUOS of COLOGNE EXTRAORDINAIRE, (dressing table and purse size flacons)...

Sweet SACHET and BATH PARFUME... SETS of TWO "SCENTIMENTAL" reason for asking for her HAND.

SHE'LL be your SWEETHEART surely, her heart of stone will melt if you dip down in your pocket at CURRIN'S and give her a "something special" by CARON, HOUGBAINT, TUSSEY, HELENA RUBINSTEIN, ANGELIQUE, CIRO, LUCIEN LELONG, YARDLEY...

For the swain, who's too bashful to propose, or is still waiting for a raise, here's a hint for speeding dates and winning his shy praise, give him a "HIS" after-shave and after-shower—too, mannish cosmetic kit, LOTION and TALC.

Give HER a happy little "Hi, there, Darling" with a box of those super-delicious WHITMAN CANDIES, happy VALENTINE idea from Ninth and Main,

CURRIN'S

## You've Sure Got Cupid...

puzzled! He doesn't know WHAT to do, shoot a well-aimed "courtin' arrow" or a VALENTINE ad at you... SO... we're helping him make up his mind, by telling folks what they will find at CARTER'S... SWEET'S "sweets for the sweet," the CHOCOLATES that make the path of true love run smooth... big and little boxes that will put "Wow" in your WOOING... HEART-shaped of course or de luxe TRIMS if you'd RATHER... several sizes at CARTER'S where we

discovered with delight, the... 1-2-3-4-FIVE CHARLOTTE CHARLES, all-year favorites for winter and Spring partying, found in FAMOUS stores... FRENCH SHERRY PRALINES, individual sherry blended PECAN halves, made from a century old recipe... original NAPOLEON RUM CAKES, baked and basted in rum... tiny FRENCH GINGER COOKIES, a welcome VALENTINE gift... ALPINE WINE STICKS with distinctive flavor... CREME de MINT PECANS of tantalizing taste, PLUS, CHOCOLATE BRAND-IOCAS, the FINEST of the world's delicacies, picked for connoisseurs, packed for prideful VALENTINE giving, brought TO YOU by "Your Most Thoughtful Grocer," 1420 ESPLANADE, CARTER'S

## If Your Heart's on Fire...

if you can't wait another moment to tell her of your adoration and you're speechless when you see her... if you tremble when you think of her, yet can't decide how BEST to tell her of your LOVE, you need the PELICAN CANDY JAR to help you make the LOVER'S hurdle.

There's no SWEETER way in all the world to say those thrilling words, "I LOVE YOU" than with a Valentine HEART filled with a BIG variety of fine CANDIES... "OUR OWN MAKE," made expertly in our own town. Those famous KLAMATH SUGAR PLUMS all wrapped in chocolate is just a HINT of sweet SURPRISES in these gay messengers of LOVE... 1/2 to 3/4-pound boxes.

If she's the loveliest ONE you know, perhaps your MOTHER, give YOUR heart to HER in a gorgeous heart-shaped BASKET of fine CANDIES from the PELICAN CANDY JAR where you'll find...

There's yet time to have the name of your "personal cherub" on those "kiddies-love-em," marshmallow-filled, chocolate-covered HEARTS, "Our Own Make," that youngsters dote on...

BIG ones for that party DECOR if you'll ORDER... EARLY...

And if you love HOOPER'S superb chocolate assortments, you'll find those TOO, in gay red hearts all bound with ribbons, so make YOUR choice, but this we WARN, it won't be easy because you'll find so MANY sweet ideas for making her VALENTINE DAY a thrilly one with FINE CANDY from 722 MAIN, the

PELICAN CANDY JAR

## Love's Old Sweet Song...

is still the sweetest story EVER sung... the notes still mean as much to shell-pink ears as when man FIRST whispered them to maid... but times have CHANGED. In days gone by, bewildered males wrote amorous metaphors and tucked them safely in some hollow tree.

TODAY they go to MILLER'S for CONCRETE evidence that their adoration never falters... they look for LINGERIE, so fragile that she'll never DARE to breathe for fear one breath will waft it far away...

THIS week WE looked and LONGED at lovely NYLON TRICOT NIGHTIES, soft as puffs of eiderdown... with wee puffed sleeves and deep knee flounce of 'broidery, a nipped in waist to hug a tiny torso... found PASTELS too, in orchid, pink and blue, in yellow and in "witchery" black, a square necked stunner with nylon net and lace and frills and fripperies... NIGHTIES, winners of GAL'S hearts start at \$8.95... at MILLER'S.

Words won't START to tell the beauty of the SLIPS for modern sweethearts, "DO hope he'll see the one with pleats that never vary," snow-white lace... the lovely lift to bosom... PROPORTIONED slips by ARTEMIS, the LUXITE slip so sheer and fitted... and MUNSINGWEAR with lacy petal BODICE and deep, deep V's of lace from knee to hemline, you pay from \$5.95 right up the scale, then ask to look at...

PANTIES, fluffy-ruffly, perty and pretty ones to match the SLIPS... strictly TAILORED ones with only tiny beading to touch a slender leg... at MILLER'S.

NYLON looks fragile as a floating milkweed seed but WEARS like the coat-of-mail of yesterday...

You'll find the THREE great names in LINGERIE at MILLER'S... LUXITE, ARTEMIS, MUNSINGWEAR... Romance, dear men, is not ALL solved with sweet and gentle words... don't play around if someone offers YOU her heart, go bind the bargain, fast, with NYLON LINGERIE from 512 MAIN,

MILLER'S

Cleverest idea found this week... new golf ensembles at "It's a Wonderful Store," Le P's... smartly styled, sleeveless, swing cottons for putting on the green with short-sleeved wool cardigan sweaters, dyed to match the stripes in the frock.

## Valentine Styles...

like m'lady's fashions have changed with the years... no longer do admiring bachelors tie penned "sweet nothings" to a shiny, big red apple, toss it through his beloved's open window and promptly skip away...

TODAY he goes to RICKYS with an eye open for VALENTINES to be cherished, GIFTS of DISTINCTION that will shoot an arrow straight toward her quivering heart... none OVER \$10.

Did some "down to earth" scouting for you this week, (the earnest kind) looking for beauty and bargains at RICKYS and if you don't expect to linger, shy away, BECAUSE, it takes a lot of time and looking to see ALL the symbols of true love that you'll be finding...

Exquisite COSTUME JEWELS, flashing, brilliant... RHINESTONE CHOKERS, NECKLACES and EARRINGS... stone set BRACELETS, dazzling messengers from Cupid... COSTUME RINGS that blaze with fire... sentimental PEARLS, single strands to chokers... COMPACTS with the names smart women KNOW... ELGIN AMERICAN and WADSWORTH... swanky ANKLE CHAINS to hold her fast, FOREVER... at RICKYS...

She'll dote on SILVER (still under \$10) graceful COMPOTES and CANDLE SNUFFERS, embossed RINGS to hold a damask napkin, SUGAR TONGS and LETTER OPENERS, BONBON DISHES and quite the loveliest crystal and silver BUD VASES that we've EVER seen...

And if HE'S just the kind of BEAU of whom you COULD be FOND, make SURE he'll be your VALENTINE and your feelings CORRESPOND with the help of a SILVER LIGHTER, a TIE CLASP, CUFF LINKS, KEY CHAIN, WATCH CHAIN or a BRACELET that tells his name and address.

Let CUPID pop up on VALENTINE morn with an "I'm aiming for your heart" message from 700 MAIN,

RICKYS

## Have You Ever Heard

the story of how Valentine's Day really came to be?... WE learned the TRUE facts from KOHN'S FLOWERS and GIFTS and how the gift of FLOWERS naturally followed as the VALENTINE supreme... Actually the first paper Valentines appeared about 1400. In those days St. Valentine's Day was rather a controversial subject, for it's origin was linked to the pagan Feast of Lupercalia.

Each memento of a young man's love was sent anonymously and THAT was a calculated risk, for a lady fair, might easily believe it came from one of HALF a dozen swains.

By the early 1800's a Valentine was considered an actual proposal of marriage and even then, a love-lorn lad oft gave a maiden a small bouquet of posies, the same sweet blooms that NOW, today a KLAMATH youth, a doting husband can send to HIS sweet damsel.

Valentines in those long-gone days were labors of love... before Feb. 14, love birds, cut-out hearts, bubbling fountains, pressed flowers and romantic verse, told the tale of adoration. Vexed and verboten was the hapless swain, whose handsome VALENTINE was marred by a wretched verse... SO... man turned to FLOWERS to take the message of his love... from KOHN'S FLOWERS and GIFTS.

Cut flowers, gay DAFFODILS and TULIPS... DUTCH IRISES and STOCK, ROSE BUDS and fragile HEATHER... ANEMONES or windflowers, DOUBLE ones, a riot of bright SPRING colors...

Give a VALENTINE CORSAGE and win her favor, it's a FRAGRANT way to say "I LOVE YOU DEAR" from 430 MAIN,

Kohn's Flowers and Gifts

Did you know there is a RIGHT way to put on a bra? Educated corsetiers, say to "bend over" and literally tuck yourself into the garment, THEN adjust the shoulder straps... pulls you up where you "order" be.

## There's Just Gotta Be...

a ST. VALENTINE... some eager-beaver kids worms say "Iain't so," there isn't any LOVEY DAY at all... WHY... you might just as well kiss SANTA at the stake, eat the EASTER BUNNY or

lasso ST. PATRICK with a viper as to think ST. VALENTINE is a humbug... we KNOW it can't be true, not after stopping "stock still" and looking in that stunning VALENTINE window at YOUR STORE, jam-packed with GIFTS from CUPID... gifts for HIM... for HER... so aim your arrows GUY and BOYS and fire away with a set of CASTLETON FINE CHINA... a bit of charming CABBIDGE CRYSTAL... CANDLEWICK... pay for her ego with a stunning COBRA HANDRAG...

Satisfy her craving for Marilyn Monroe glam with BERKSHIRE or CINDERELLA NYLON in ad infinitum new Spring shades... give her snifty, snootie, HANKIE from YOUR STORE for that ROMANTIC touch, bind her brilliant in COSTUME JEWELS, please her prettily with a tinkling POWDER BOX, delight her domesticity with REVEREWARE, she'll love it's shimmering beauty...

Hold him tightly with the ropes of love with a ROLPH BILLFOLD... a set of "HIS" or "HER" SPICE toiletries... excite SOMEONE'S imagination on St. Valentine's Day with a gift from HUNDREDS that you'll find at 721 MAIN,

YOUR STORE

## As Long As The Vine

grows 'round the stump, she'll be your doting Sugar Lump if you'll be a henchman for Cupid and bounce into TOTS TO TEENS for a fetching BAMBURY COAT to wrap your baby hunting in.

THESE, the "sweetest" that you've seen for many a year, bright and gay as a whole flock of VALENTINES come 3 to 6 and in SUBTEENS too... bunny COATS, cunning little HOMESPUNS... dressy LITTLE GABARDINES...

smart little natural LINENS with contrasting "fleck"... shadow plaids and checks and plaid... stunning little flairs and double-breasted beauties at TOTS TO TEENS...

Sweetheart coats for loveable lap warmers... a bright red gab with golden brocade collar... a navy blue with lacy "over-collar"... precious little FAILLES, new Spring styling just like Mommie's... COATS with braid and coats with pretty buttons, COATS that flair and flirty Process numbers... BAMBURY, ADD-A-YEAR COATS at TOTS TO TEENS.

COATS for little ROYALTY, meaning SUB-TEENS too, sweet as dew on a bright June morning, some with bright medallions, pretty enough for EASTER parading, casual enough for school, soft PASTELS and snowflake WHITE... spunky sugar pretty, at \$10.98 to \$19.98... some with winsome matching bonnet hats in festive little linen straws at 602 MAIN,

TOTS TO TEENS

## Wondered If You...

realize, how nice you are to know... decided that you DIDN'T, so we're writing THIS (for Charley Mack's KLAMATH FLOWER SHOP) just to tell you so. Knew we'd find the kind of VALENTINES YOU'LL be looking for, a tender token of your love...

FLOWERS, BOWLS of BEAUTY, perfect crimson buds and blossoms in a crystal sphere that last and last, the kind of VALENTINE you never tuck away, sizes...

Sweet scented HYACINTHUS, TULIPS, AZALEAS, in a riot of colors, "breaths" of Spring indoors at the KLAMATH FLOWER SHOP where "things" are "done" with red and white ribbons, frilly fixins and HEARTS to make the VALENTINE you send a lyric...

It's ONE more day for a "plush" arrangement for your table, mantle, window, and it's PARTY time, "Time for a Corsage," FLOWERS bring rare delight if they come as a VALENTINE from 1211 MAIN, the

Klamath Flower Shop